Kansas Department of
KDHE
Health & Environment

www.kdheks.gov

Our Vision – Healthier Kansans living in safe and sustainable environments.

Pathways to Success: Logic Models for Tobacco Use Prevention Programs

Harlen Hays, MPH

Office of Health Promotion, KDHE

Our Vision – Healthier Kansans living in safe and sustainable environments.

Introduction

- ## Epidemiologist, Office of Health Promotion, Kansas Department of Health and Environment

  - Word root and history: Epi - "upon", demos - "the people", logos - "study of"

- ## Background in Substance Abuse Prevention

  - Focus on Assessment and Evaluation

Our Vision – Healthier Kansans living in safe and sustainable environments.

Objectives

- Give Participants a basic understanding of Logic Models as they relate to evaluation tools

- Give Participants a framework for linking local program activities to evaluation planning

- Give Participants solid examples of Outcome Evaluation techniques

What is Evaluation

- The purpose of evaluation is to convince an audience than program activities are working and to highlight program successes
  - Lessons learned should influence future plans
- The purpose of evaluating can dictate the style and type of evaluation
  - Is a funder requesting the information? Does the public hold your program accountable? Is this an internal audit?

Our Vision – Healthier Kansans living in safe and sustainable environments.

Accountability

- We live in a data driven world
  - The trick is using all available data sources
- The key to sustainability is showing progress and highlighting changes to improve this progress in the future
  - This should be done in a "clear, factual, and honest statement of what has happened"[1]

Long-Term Changes in a Short-Term Timetable

- Outcome Evaluation
  - "evaluates the short-term (and intermediate and long) effects of the program on the intended audience"[1]
  - Expressed as a change in the population with a SMART Objective
  - Remember that a well thought out progression of indicators will help show short-term progress on a long-term goal!
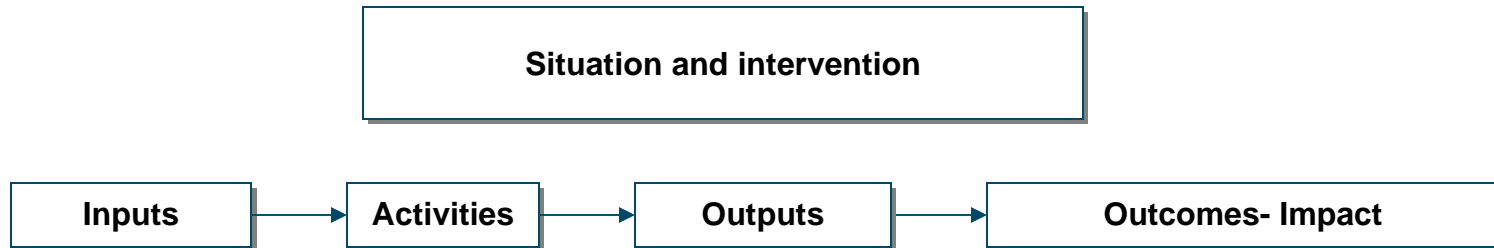
Using Logic Models

- Logic Models
  - Illustrate program's theory of change
  - Map process & points for midcourse corrections
  - Program & evaluation staff collaboration

Logic Models

Modified Logic Model Layout

Situation and intervention

Inputs	→	Activities	→	Outputs	→	Outcomes- Impact

Our Vision – Healthier Kansans living in safe and sustainable environments.

Theory of Change for Behavior Modification

- Knowledge/Awareness changes
  - Skills and
  - Attitudes/Beliefs which change
    - Behavior which changes
      - Condition
- Environment can be impacted following multiple levels

Our Vision – Healthier Kansans living in safe and sustainable environments.

Definitions

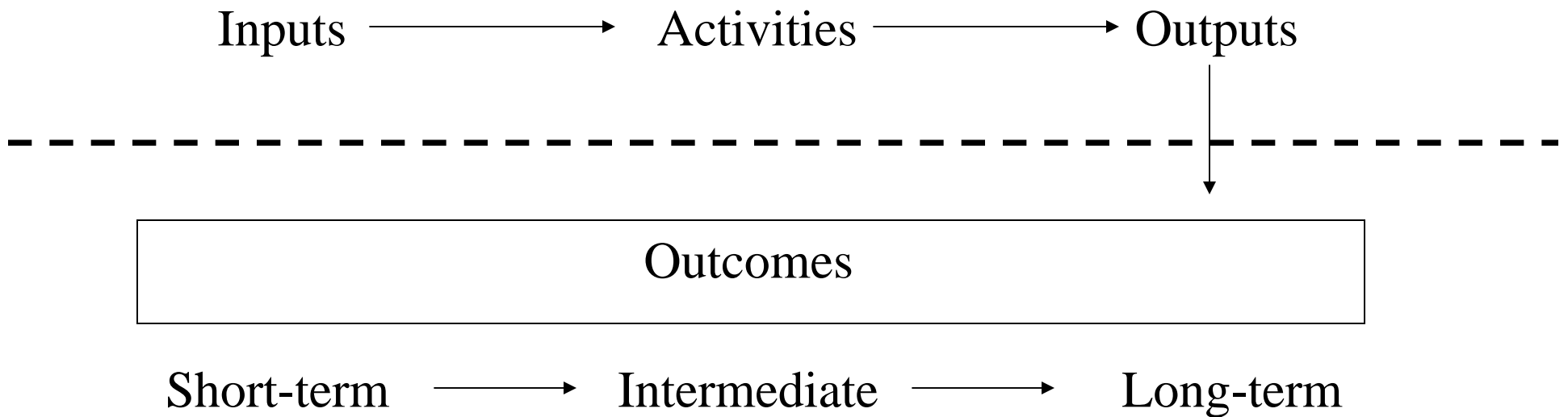|	
Inputs	**Resources that your program has invested in order to provide activities and achieve outcomes.**
Activities	**What your program does, including development and implementation of actions and products.**
Outputs	**How do your activities connect with your outcomes? What is measured, observed, counted? At what points?**
Outcomes	**The results: changes that occur as a result of the intervention. Can be short, medium, or long-term.**

Our Vision – Healthier Kansans living in safe and sustainable environments.

Basic Logic Model

Inputs $\longrightarrow$ Activities $\longrightarrow$ Outputs

- -

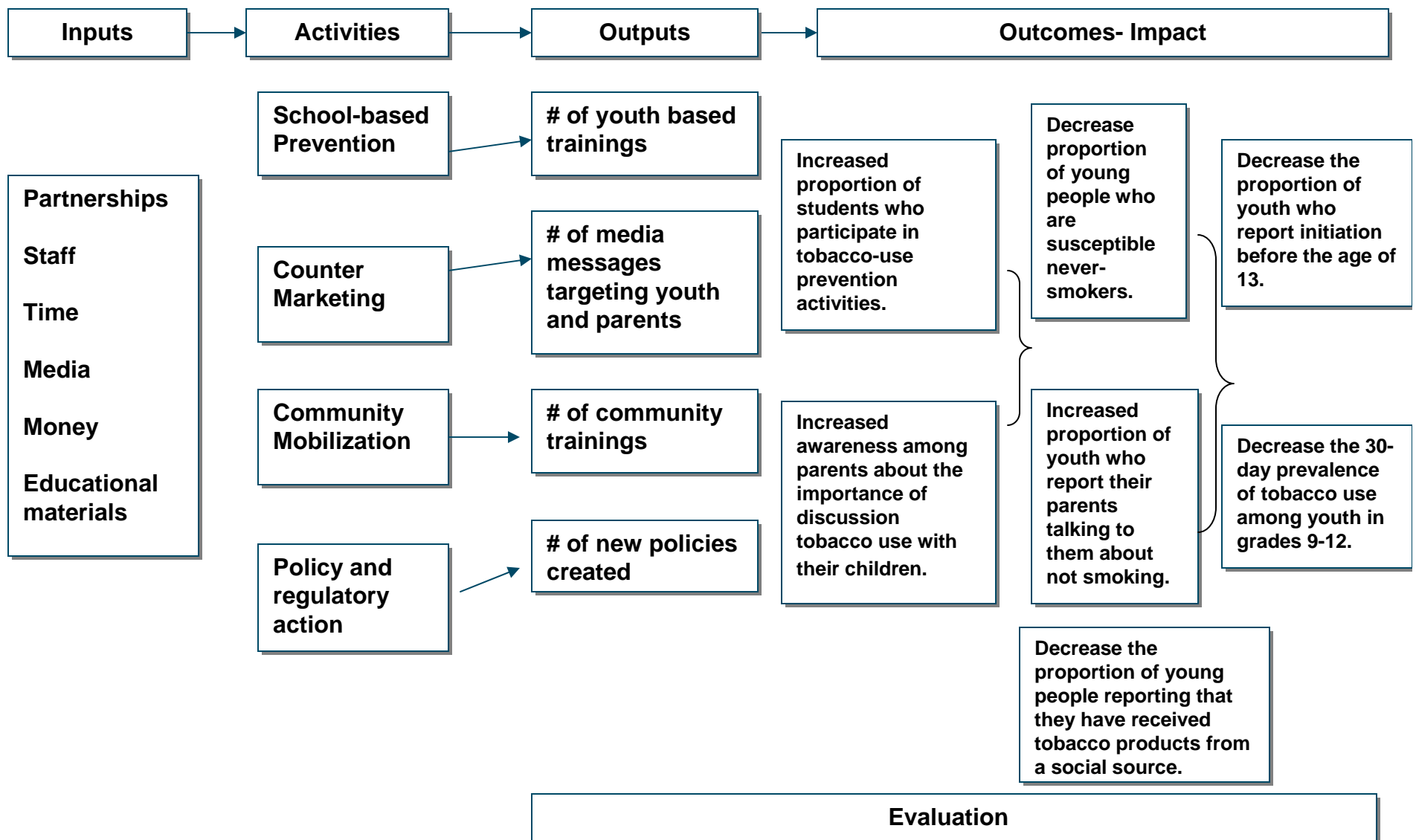| Outcomes |
| :---: |

Short-term $\longrightarrow$ Intermediate $\longrightarrow$ Long-term

Our Vision – Healthier Kansans living in safe and sustainable environments.

BY JUNE 30th, 2015 REDUCE THE NUMBER OF YOUTH IN GRADES 9-12 WHO REPORT THEY ARE CURRENT TOBACCO USERS FROM 33% IN 2008 TO 15%.

Inputs	Activities	Outputs	Outcomes- Impact

Partnerships

Staff

Time

Media

Money

Educational materials

School-based Prevention → **# of youth based trainings**

Counter Marketing → **# of media messages targeting youth and parents**

Community Mobilization → **# of community trainings**

Policy and regulatory action → **# of new policies created**

Increased proportion of students who participate in tobacco-use prevention activities.

Increased awareness among parents about the importance of discussion tobacco use with their children.

Decrease proportion of young people who are susceptible never-smokers.

Increased proportion of youth who report their parents talking to them about not smoking.

Decrease the proportion of youth who report initiation before the age of 13.

Decrease the 30-day prevalence of tobacco use among youth in grades 9-12.

Decrease the proportion of young people reporting that they have received tobacco products from a social source.

Evaluation

Preventing Initiation of Tobacco Use Among Young People

Outcomes- Impact

Increased proportion of students who participate in tobacco-use prevention activities. Baseline 25%

Decrease proportion of young people who are susceptible never-smokers. Baseline: 20%

Decrease the proportion of youth who report initiation before the age of 13. Baseline: 15%

Increased awareness among parents about the importance of discussion tobacco use with their children. Baseline: 75%

Increased proportion of youth who report their parents talking to them about not smoking. Baseline: 35%

Decrease the 30-day prevalence of tobacco use among youth in grades 9-12. Baseline: 33%

Decrease the proportion of young people reporting that they have received tobacco products from a social source. Baseline: 24%

Evaluation

Connecting Program Activities

- Action Plan bridge the gap between program planning and evaluation

- On one hand, they dictate what activities will be conducted

- Yet, each activity contains an evaluation indicator

  – Essentially pre-planning the evaluation component as the program planning occurred

Our Vision – Healthier Kansans living in safe and sustainable environments.

Action Plans – Planning or Evaluation Tool?

- The answer is both
- Remember, a good action plan should detail how your program intends to change a specific indicator
- Evaluating your program is as simple (or complex) as answer the following question……

Our Vision – Healthier Kansans living in safe and sustainable environments.

Did our program change the intended indicator by as much as we predicted or less than we predicted? Why?

Preventing Initiation of Tobacco Use Among Young People

Outcomes- Impact

Increased proportion of students who participate in tobacco-use prevention activities. Baseline 25%

Decrease proportion of young people who are susceptible never-smokers. Baseline: 20%

Decrease the proportion of youth who report initiation before the age of 13. Baseline: 15%

Increased awareness among parents about the importance of discussion tobacco use with their children. Baseline: 75%

Increased proportion of youth who report their parents talking to them about not smoking. Baseline: 35%

Decrease the 30-day prevalence of tobacco use among youth in grades 9-12. Baseline: 33%

Decrease the proportion of young people reporting that they have received tobacco products from a social source. Baseline: 24%
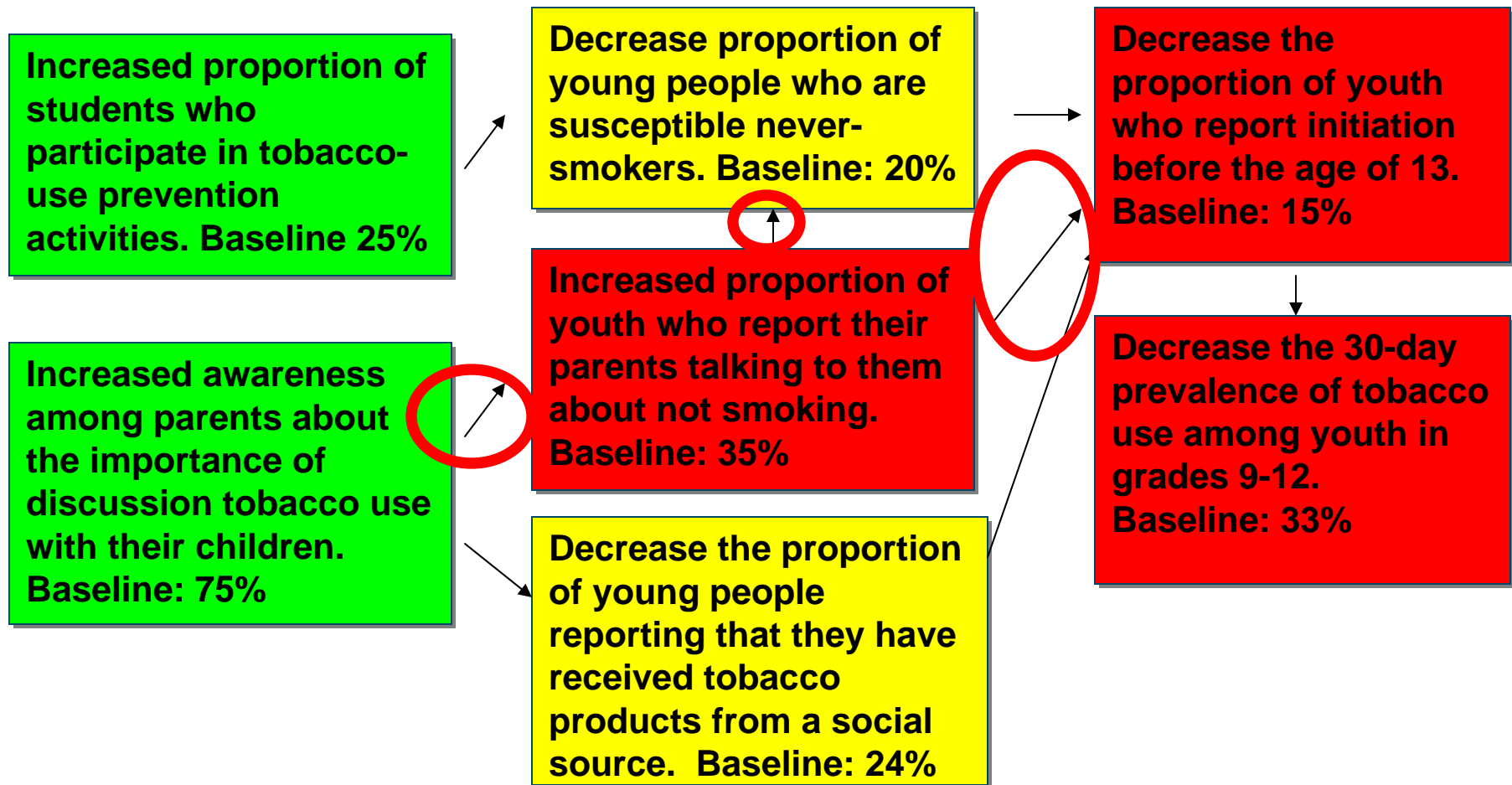
Evaluation

Preventing Initiation of Tobacco Use Among Young People

Outcomes- Impact

Increased proportion of students who participate in tobacco-use prevention activities. Baseline 25%

Decrease proportion of young people who are susceptible never-smokers. Baseline: 20%

Decrease the proportion of youth who report initiation before the age of 13. Baseline: 15%

Increased awareness among parents about the importance of discussion tobacco use with their children. Baseline: 75%

Increased proportion of youth who report their parents talking to them about not smoking. Baseline: 35%

Decrease the 30-day prevalence of tobacco use among youth in grades 9-12. Baseline: 33%

Decrease the proportion of young people reporting that they have received tobacco products from a social source. Baseline: 24%

Evaluation

Influence of Action Plans

- Typically, the same data collection methods used for evaluation are used for assessment
  - Most programs are designed to change indicators over time
- As you develop Action Plans to accompany program Logic Models, you are creating your evaluation points!
  - Annual objectives should directly related to longer Outcomes

Our Vision – Healthier Kansans living in safe and sustainable environments.

Program Goal:
SMART Annual Objective:
Healthy People 2010 or other SMART Long-Term Objective:

KEY STRATEGIES AND ACTIVITIES	Target Group	Lead Role	Time Line				Evaluation Indicator (s)
			Q1	Q2	Q3	Q4	
Community Intervention and Mobilization							
Policy/Environmental Change							
Counter-Marketing							
Surveillance and Evaluation							
Physical Activity & Nutrition Strategies							

Our Vision – Healthier Kansans living in safe and sustainable environments.

Evaluation Indicators

- Evaluation Indicators should serve as a checklist for your annual goals

  - If you are able to check off all of your evaluation indicators, you should be able to answer the following questions:

  - Did our program achieve its annual objective? What produced success and what produced barriers? How can our program do this better in the future?

- Often, answering these questions will also track changes along your logic model

Populating Evaluation Measures

- Local Community Data!
  - What information has been collected by local communities?
    - Program reach, media buys, survey results
  - What information has been collected by your program?
    - Historic data can be much more valuable than novel data collection methods

Sources

1. ACS – Communities of Excellence in Tobacco Control: *A Community Planning Guide*

Contact Information:

Harlen Hays, MPH

Epidemiologist

Alcohol, Tobacco, and Other Drugs

KDHE, Office of Health Promotion

1000 SW Jackson, Suite 230

Topeka, KS 66612

Telephone: 785-296-2330

Fax: 785-296-8059

Email: HHays@kdhe.state.ks.us

Our Vision – Healthier Kansans living in safe and sustainable environments.

www.kdheks.gov

Our Vision – Healthier Kansans living in safe and sustainable environments.